

ORDER



WOOD

Orders	Order / Rev:	215818
	Alt Order #:	6865802
	Product Desc:	HOEKSTRA FOR U.S.
	Estimate:	
	Flight Dates:	10/22/12 - 10/30/12
	Original Date / Rev:	10/19/12 / 10/19/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Brabender Cox
	Buying Contact:	
	Billing Contact:	
		932 Edwards Ferry Road
		Leesburg, VA 20176

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/Pete Hoekstra For Senate
	Demographic:	A35+
	Product Codes:	PL5
	Priority:	P4
	Revenue Codes:	AGY, POL, POL-CAND

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN12303/TO1358/SP11154

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	34	\$20,775.00	\$17,658.75
10/29/12	10/30/12	8	\$4,750.00	\$4,037.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$20,775.00	\$17,658.75	0.00
November 2012	8	\$4,750.00	\$4,037.50	0.00
Totals	42	\$25,525.00	\$21,696.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/23/12	10/26/12	LN M-F M-F News 8 @ 11	CM	11-1135p	- TWTF - -	:30	4	\$900.00	P4	0.00	NM	4	\$3,600.00
NEWS TU-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- TWTF - -	4		\$900.00	0.00							
E 2	WOOD	10/23/12	10/25/12	6am Daybreak 6am Daybreak	CM	6-7a	- TWT - - -	:30	3	\$400.00	P4	0.00	NM	3	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- TWT - - -	3		\$400.00	0.00							
E 3	WOOD	10/22/12	10/23/12	6am Daybreak 6am Daybreak	CM	6-7a	MT - - - - -	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	MT - - - - -	2		\$400.00	0.00							
E 4	WOOD	10/24/12	10/26/12	Today Show M-F Today Show	CM	658-9a	- - WTF - -	:30	3	\$650.00	P4	0.00	NM	3	\$1,950.00
TODAY SHOW -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/22/12	10/28/12	- - WTF - -	3		\$650.00	0.00							
E 5	WOOD	10/23/12	10/25/12	Noon News News 8 @ Noon	CM	12-1p	- TWT - - -	:30	3	\$225.00	P4	0.00	NM	3	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							

Order / Rev: 215818
 Alt Order #: 6865802
 Flight Dates: 10/22/12 - 10/30/12

Advertiser: POL/Pete Hoekstra For Senate
 Product Desc: HOEKSTRA FOR U.S. **WOOD**
 Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WOOD	10/23/12	10/25/12	Noon News News 8 @ Noon	CM	12-1p	-TWT---	:30	3	\$225.00	P4	0.00	NM	3	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWT---	3		\$225.00		0.00						
E 6	WOOD	10/29/12	10/30/12	Noon News News 8 @ Noon	CM	12-1p	MT-----	:30	2	\$225.00	P4	0.00	NM	2	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	MT-----	2		\$225.00		0.00						
E 7	WOOD	10/23/12	10/26/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	-TWTF--	:30	4	\$675.00	P4	0.00	NM	4	\$2,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF--	4		\$675.00		0.00						
E 8	WOOD	10/23/12	10/23/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	-T-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$675.00		0.00						
E 9	WOOD	10/22/12	10/26/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-W-F--	:30	3	\$675.00	P4	0.00	NM	3	\$2,025.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-W-F--	3		\$675.00		0.00						
E 10	WOOD	10/29/12	10/29/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	M-----	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$675.00		0.00						
E 11	WOOD	10/22/12	10/26/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	MT-TF--	:30	4	\$1,125.00	P4	0.00	NM	4	\$4,500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MT-TF--	4		\$1,125.00		0.00						
E 12	WOOD	10/30/12	10/30/12	M-F 6p News M-F News 8 @ 6p	CM	6-630p	-T-----	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$1,125.00		0.00						
E 13	WOOD	10/23/12	10/26/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	-TW-F--	:30	3	\$300.00	P4	0.00	NM	3	\$900.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TW-F--	3		\$300.00		0.00						
E 14	WOOD	10/29/12	10/29/12	Tonight Show/Jay Leno Tonight Show w/ Leno	CM	1135-1235a	M-----	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$300.00		0.00						
E 15	WOOD	10/27/12	10/27/12	Sat 6p News 8 Sat News 8 @ 6p	CM	6-630p	-----S-	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$400.00		0.00						
E 16	WOOD	10/27/12	10/27/12	Sat Hour 2 Saturday 9-10p	CM	9-10p	-----S-	:30	1	\$350.00	P4	0.00	NM	1	\$350.00
ENCORE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$350.00		0.00						
E 17	WOOD	10/28/12	10/28/12		CM	658-8a	-----S	:30	1	\$250.00	P4	0.00	NM	1	\$250.00

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Flight Dates: 10/22/12 - 10/30/12

Advertiser: POL/Pete Hoekstra For Senate
Product Desc: HOEKSTRA FOR U.S.
Estimate:

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Daybreak Sun @7am															
Daybreak Sun @7am															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$250.00		0.00			
E 18	WOOD	10/28/12	10/28/12	Sun 6p News 8	CM	6-7p	-----S	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				Sun News 8 @6p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$750.00		0.00			
E 19	WOOD	10/29/12	10/30/12	Today Show M-F	CM	658-9a	MT-----	:30	2	\$650.00	P4	0.00	NM	2	\$1,300.00
				Today Show											
TODAY SHOW -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					2	\$650.00		0.00			
E 20	WOOD	10/29/12	10/30/12	LN M-F	CM	11-1135p	MT-----	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
				M-F News 8 @ 11											
NEWS -															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	MT-----					1	\$900.00		0.00			
													Totals	42	\$25,525.00